

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
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1960

20th YEAR • A WEEKLY PUBLICATION

Week of February 22, 1960

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, FEBRUARY 19, 1960

Cancelled Feb. 18	GIMBELS PRESS PREVIEW OF THEIR SPRING COAT AND SUIT COLLECTION, ORIGINALLY SCHEDULED FOR FEB. 18 AT 10:00 A.M., HAS BEEN CANCELLED.		
Thursday Feb. 18- Feb. 22	FOURTEENTH ANNUAL PHOTOGRAPHIC SHOW "Picture It Now...See It Forever"--new techniques in color as well as black and white, both for the amateur and professional. Featured will be Hawaiian and Alaskan exhibits; 65 foot menagerie for photographing live animals; information and service center; amateur pictures by PAL members. Price: \$1.00; children, 50¢. Publicity: George Schreier, PL. 3-6640.	NATIONAL PHOTOGRAPHIC SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Friday Feb. 19 12:00 Noon Luncheon	MILLINERY & COSMETICS: THE FASHION GROUP, INC. HOTEL ASTOR LUNCHEON SHOW (9 ROCKEFELLER PLAZA) BALLROOM Subject: "The Courage To Lead." Speaker: Mr. Hector Escobosa, President, I. Magnin & Co. Co-chairmen: Millinery--Julia Daly and Pat Peterson; Cosmetics--Florence Goldin and Karlys Daly. Prices: \$8.00, members; \$10.00 guests. Contact: CI. 7-3940.		
Friday Feb. 19 4:30 P.M. Cocktails	SPRING PARIS FASHIONS ALICE SCHWEITZER SAVOY-HILTON HOTEL DURING COCKTAIL HOUR (755 MADISON AVENUE) THE COLUMNS "Couture At The Columns"--daytime, evening and jet travel fashions, designed in Paris by Alice Schweitzer. Airborne by Air France Jet. Showing at 5:15 P.M. Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Publicity: Naomi Zagor, BU. 8-6337. Fashion Show Director: Martha Holiday, RE. 7-2971.		
Saturday Feb. 20- Feb. 28	SPORTS AND VACATION EXPOSITION Included will be a stage and tank show; salt water clinic; information on travel and vacations; fashion exhibits. Hours: Sat., 11:00 A.M.-11:00 P.M.; Sun., 1:00 P.M.-10:00 P.M.; Daily, 12:00 Noon-1:00 P.M. Price: \$1.50; children, 75¢. Contact: Sy Barasch, MU. 2-1000, Ext. 393.	NATIONAL OUTDOOR EXPOSITION	NEW YORK COLISEUM COLUMBUS CIRCLE

WEEK BEGINNING MONDAY, FEBRUARY 22, 1960

Feb. 22	WASHINGTON'S BIRTHDAY -- Legal Holiday (Monday).		
Tuesday Feb. 23 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Spring collection to the press. (<u>Note Change of Date</u>) By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 23 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Spring Collection de Haute Couture"--Ben Barrack; Miss America; Takashimaya; Furs by Femina; Millinery by Lilly Dache. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	MISS AMERICA; BARRACK; TAKASHIMAYA	HOTEL PIERRE ROOF GARDEN
Tuesday Feb. 23 3:00 P.M.	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris, at his new salon. All orders will be produced in his Paris atelier. (<u>Note Change of Time</u>) By invitation. Showings thereafter, Feb. 24, 25, 26 at 3:00 P.M., by reservation. Publicity: Kay Inglis-Jones, TE. 8-0750.	BOB BUGNAND, INC.	19 EAST 62ND STREET SALON
Postponed Feb. 24	ELIZABETH ARDEN'S PRESS PREVIEW OF NEW HAIRSTYLES, ORIGINALLY SCHEDULED FOR FEB. 24 AT 5:00 P.M., HAS BEEN POSTPONED TO MARCH 2. (See Pg. 3)		
Thursday Feb. 25 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview their custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Thursday Feb. 25 12:30 P.M. Luncheon	EUROPEAN READY-TO-WEAR AT LUNCHEON SHOW Macy's "made-in" collection of ready-to-wear from Europe during luncheon. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA GRAND BALLROOM
Thursday Feb. 25 7:00 P.M.- 8:40 P.M.	WEEKLY FASHION WRITING COURSE A Fashion Workshop in editorial writing, advertising and publicity, including the use of words in guiding, presenting and interpreting fashion merchandise for trade and consumer. Eleanor H. Hull will conduct the twelve-week course. Price: Registration, \$5.00. Tuition, \$36.00. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday Feb. 26 4:30 P.M.	SPRING FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--Ron Amey's Spring collection at 5:15 P.M. Press by invitation. Public by reservation. Minimum Charge-\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	RON AMEY (16 WEST 57TH STREET)	SAVOY-HILTON HOTEL THE COLUMNS
Monday Feb. 29 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW HAIRSTYLES Showing of new "Marcel International" hairstyles and colorings for Spring. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MARCEL	14 EAST 56TH STREET BOUTIQUE-1ST FLOOR
Tuesday March 1 9:30 P.M.	COSTUME BALL: BENEFIT OF CANCER FOUNDATION "Carnival In Trinidad"--a costume ball sponsored by the Variety Club for benefit of the Cancer Foundation. Press by invitation. Public by reservation. Tickets: \$15.00 each. Contact: Baron Theo Von Roth, PL. 5-1000. Producer and Director: Mary B. Downing at Mary Bermingham Assoc., 1036 Park Avenue, BU. 8-5482.	VARIETY CLUB	SHERATON-EAST HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 2	ASH WEDNESDAY (Beginning of Lent).		
Wednesday March 2 5:00 P.M. Cocktails	PRESS PREVIEW OF NEW HAIRSTYLES Showings of "Hairstyles From Around The World"--created by Arden Salons here and abroad. (Note <u>Change Of Date</u>) By invitation. Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION FLOOR - 2ND FL.
Postponed March 3	PREVIEW OF SOPHIE CUSTOM-ORDER COLLECTION, ORIGINALLY SCHEDULED FOR MARCH 3, HAS BEEN CHANGED TO FEB. 23 AT 11:00 A.M. (See Pg. 1)		
Friday March 4 4:30 P.M. Cocktails	SPRING COUTURE FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--Spring couture fashions by Tony Raphael. <u>Show- ing at 5:15 P.M.</u> Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	TONY RAPHAEL (38 EAST 57TH STREET)	SAVOY-HILTON HOTEL THE COLUMNS
Friday March 4 8:00 P.M.	FORTY-EIGHTH ANNUAL DINNER DANCE "Edelweiss Ball"--given by the Advertising Women Of New York. The first door prize will be a two-week trip to Switzerland with all expenses paid. Tickets: \$17.50 per person. Contact: Ruth V. Harms at AWNY, TE. 8-0030.	THE ADVERTISING WOMEN OF NEW YORK	WALDORF-ASTORIA BALLROOM
Saturday March 5- March 12	INTERNATIONAL FLOWER SHOW "Flowers Around The World"--forty-third annual flower show. Hours: First two days, 2:00 P.M.-10:00 P.M. Thereafter 10:00 A.M.- 10:00 P.M. Last day: 10:00 A.M.-6:00 P.M. Tickets: \$2.00 (adults); 90¢ (children). Publicity: C.C. Walter or Bruce Fouche at E. M. Freystadt Assoc., LE. 2-5960.	HORTICULTURAL SOCIETY; N. Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday March 5- March 13	N. Y. COLISEUM ANTIQUES FAIR Experts on Americana and dealers specializing in European, Oriental, Victoriana, Spanish and Italian antiques. Hours: 1:00 - 11:00; Sunday, 2:00 - 11:00. Admission: \$1.50 (opening day \$2.00). Contact: PL.5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday March 7- March 14 9:00 A.M.- 5:00 P.M.	SHOWING OF FRENCH COUTURE IMPORTS <u>Press preview Monday, March 7</u> to view Du Pont's collection of Paris couture costumes in man-made fibers. By invitation. Contact: Ellen Morris, LO. 3-6400, Ext. 308. <u>Trade showings--Tuesday, March 8 through Monday, March 14.</u> By invitation. Contact: Ethel Radon, LO. 3-6400, Ext. 484.	DU PONT COMPANY	EMPIRE STATE BUILDING 4TH FLOOR-FABRIC SHRMS.
Monday March 7 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Monday March 7 12:15 P.M. Luncheon	SPECIAL REPORT ON EUROPEAN COLLECTIONS Report on European collections by Eleanore Bruce, editorial director, "Mademoiselle", at luncheon. Price: \$6.50 (members); \$8.50 (guests). Contact: Frances Duehren, WI. 7-0324.	N.Y.FASHION DESIGNERS INC. (1457 BROADWAY)	HOTEL ASTOR CORAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 7- March 16	FIFTY-SEVENTH ANNUAL AMERICAN TOY FAIR About 1500 exhibitors will show at the 1959 Toy Fair, with temporary exhibits in Hotels New Yorker and Sheraton-Atlantic. In addition there will be permanent showroom exhibits at 200 Fifth Ave. and 1107 Broadway. Press conference, Mon., March 7 at 10:00 A.M. at Sheraton-Atlantic Hotel, 24th floor, Main Ballroom. Press display room open from Sun., March 6 at 12:00 Noon. to Wed., March 9 at 12:00 Noon. Publicity: Sydney D. Kronish, OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A. INC.	HOTELS NEW YORKER & SHERATON-ATLANTIC
Tuesday March 8 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Preview of Stern's import collection for the press. By invitation. Publicity: Mildred Collins, LO. 5-7960.	STERN'S	41 WEST 42ND STREET
Tuesday March 8 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Spring and Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Wednesday March 9 3:00 P.M.	PREVIEW OF CUSTOM AND IMPORT FASHIONS Press preview of custom-order and import fashions. By invitation. Contact: Sophie Shonnard, EL. 5-6800.	BONWIT TELLER	4TH FLOOR
Thursday March 10 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. By invitation. Publicity: Stephanie Horton, OX. 5-4400. Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday March 10 12:30 P.M. Luncheon	PRESS PREVIEW: PARIS- ITALIAN ORIGINALS Alexander's will preview their collection of Paris and Italian originals to the press. By invitation. Publicity: Roberta Davis, CY. 8-2000.	ALEXANDER'S	HOTEL PLAZA STATE SUITE
Thursday March 10 12:30 P.M. Luncheon	IMPORT COLLECTION DURING LUNCHEON Stern's will present their Import collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Publicity for Stern's: Mildred Collins, LO. 5-7960, Ext. 322. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STERN'S	HOTEL PLAZA TERRACE ROOM
Friday March 11 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Breakfast, 9:00 A.M.; Luncheon, 12:00 Noon. Co-chmn: Babs Simpson and Helen Cutler (Prices and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday March 11 4:30 P.M. Cocktails	SPRING FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--Initial showing to the press, following Palm Beach and Paris opening of Livia Sylva's Spring collection. Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	LIVIA SYLVA (22 EAST 67TH ST.)	SAVOY-HILTON HOTEL THE COLUMNS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 15 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of Elizabeth Arden exclusive ready-to-wear and custom originals. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
March 17	ST. PATRICK'S DAY (Thursday)		
Friday March 18 11:30 A.M.	SPRING-SUMMER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Saturday March 19 2:30 P.M.	SPRING FASHIONS IN DAN RIVER COTTONS "Teen Musical Party"--sponsored by N. Y. City Dept. of Commerce and Public Events and featuring popular, jazz and classical music. Showing of Spring ready-to-wear fashions in Dan River cottons. Contact: Dept. of Commerce, Margo Gayle, TE. 8-1800; Dan River--Hilda Sherry or Nancy Hawes, BR. 9-7860; or Terry Mayer at Amos Parrish, LO. 4-5600.	DEPT. OF COMMERCE AND PUBLIC EVENTS	TOWN HALL 113 WEST 43RD STREET
Sunday March 20- March 24	TENTH NATIONAL PRESS WEEK IN DALLAS "The Dallas Look"--newspaper fashion editors and syndicate writers will be invited to attend press showing of Summer fashions manufactured in Dallas. By invitation. Contact: Mrs. Velma McKee, Dallas Fashion Center, 913 Tower Petroleum Building, Dallas, Texas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Wednesday March 23 12:30 P.M. Luncheon	DESIGNER FASHIONS DURING LUNCHEON Spring collection of designer fashions by Else Fritz. Press by invitation. Public by reservation: "Banquet Dept." PL. 9-3000. Contact: Kitty Kraus, PL. 8-0111 or EL. 5-9371. Plaza Fashion Show Director: Mary Alice Rice, CI. 6-1790.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PLAZA PERSIAN ROOM
April 10	HOLY WEEK (<u>April 10 - April 16</u>)		
April 11	PASSOVER-- begins Monday, at Sundown. (<u>April 11 - April 19</u>).		
April 15	GOOD FRIDAY		
Saturday April 16- April 24	FOURTH EDITION OF AUTOMOBILE SHOW Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$1.50; Children 75¢. Publicity: Ruder & Finn, PL. 9-1800.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
April 17	EASTER SUNDAY		
Tuesday April 26 8:00 P.M. Dinner- Dance	NINTH ANNUAL "APRIL IN PARIS" BALL "Un Bal Masque a l'Opera"--gala dinner-dance for the benefit of the French Hospital and the American French Foundation Charities. Showing of fashions by leading couturiers of Paris and millinery by Parisian designers. Reservations--\$150.00 (including dancing until dawn followed by champagne breakfast). Contact: Peggy LeBoutillier, PL. 3-5400.	AIR FRANCE; CARTIER; COTY	HOTEL ASTOR GRAND BALLROOM

MUSIC...MOVIES...THEATRE...OPERA

- Thursday
Feb. 18 PREMIERE: "SCENT OF MYSTERY" (Movie) WARNER THEATRE, B'WAY & 47TH ST.
Starring Denholm Elliot, Peter Lorre, Beverley Bentley, Paul Lukas and
Diana Dors, the Michael Todd Jr. presentation in the new process Smell-O-
Vision and introducing Toddcolor with Stereophonic sound. Director:
Jack Cardiff. Costumes: Helen Rose. Publicity: Dick Williams, JU.6-4344.
- Friday
Feb. 19 PREMIERE: "THE LAST VOYAGE" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Starring Robert Stack, Dorothy Malone, George Sanders, Edmond O'Brien, and
introducing six-year old Tammy Marihugh, the MGM presentation of a sus-
penseful film about the blowing apart of a luxury liner. Producers:
Andrew and Virginia Stone. Director: Andrew Stone. Publicity:
Dan Terrell, JU. 2-2000.
- Monday
Feb. 22 EIGHTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., Feb. 22: Puccini's MADAMA BUTTERFLY. Tues., Feb. 23: Wagner's
DER FLIEGENDE HOLLAENDER. Wed., Feb. 24: Mascagni's CAVALLERIA
RUSTICANA. Thurs., Feb. 25: Mozart's DON GIOVANNI. Fri., Feb. 26:
Wagner's DIE WALKUERE. Sat., Mat., Feb. 27: Verdi's IL TROVATORE.
Sat., Eve., Feb. 27: Strauss' DER ROSENKAVALIER. Publicity: Francis
Robinson, PE. 6-1200.
- Monday
Feb. 22 OPENING: "THE COOL WORLD" EUGENE O'NEILL THEATRE, 49TH ST. WEST OF B'WAY.
Lester Osterman will present Billy Dee Williams, Alease Whittington in
the Robert Rossen and Warren Miller play. Director: Robert Rossen.
Costumes: Ann Roth. Publicity: Harvey Sabinson, JU. 2-4747.
- Monday
Feb. 22 HILDEGARDE AT THE PERSIAN ROOM PLAZA HOTEL, 5TH AVE. & 59TH ST.
Hildegard will open for a 4-weeks engagement. Clothes by Curiel of
Milan, Fontayne, Don Werle of California and Fontana of Rome. Publicity:
Eve Siegel, MU. 8-4598.
- Tuesday
Feb. 23 OPENING: "PICCOLO TEATRO DI MILANO" N.Y. CITY CENTER, 131 WEST 55TH ST.
Jerry Hoffman, in association with the N.Y. City Center, will present a
company of artists and musicians costumed in the Commedia Dell'Arte
tradition in "The Servant Of Two Masters". Publicity: Jean Dalrymple,
JU. 6-2828.
- Wednesday
Feb. 24 OPENING: "THE TUMBLER" HELEN HAYES THEATRE, 210 WEST 46TH STREET
Starring Charlton Heston, Rosemary Harris, Hermione Baddeley, the Roger L.
Stevens and Alfred de Liagre presentation, written by Benn W. Levy.
Director: Laurence Olivier. Setting and Costumes: Roger Furse.
Publicity: Goodman-Washer, BR. 9-4985.
- Thursday
Feb. 25 OPENING: "TOYS IN THE ATTIC" HUDSON THEATRE, 141 WEST 44TH STREET
Kermit Bloomgarden will present Jason Robards Jr., Maureen Stapleton,
Irene Worth, in the Lillian Hellman drama about a family living in
New Orleans. Director: Arthur Penn. Costumes: Ruth Morley. Publicity:
Arthur Cantor, LO. 3-4370.
- Monday
Feb. 29 OPENING: "THERE WAS A LITTLE GIRL" CORT THEATRE, 138 WEST 48TH STREET
Josh Logan will produce and direct the play by Daniel Taradash, based on
Christopher Davis' "Lost Summer," starring Jane Fonda with Virginia
Gilmore, presented by Robert Fryer and Lawrence Carr. Costumes: Patton
Campbell. Publicity: Betty Lee Hunt, EN. 9-7472.

1961

JANUARY

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